

Addendum to Professional Services Agreement

This Addendum ("Addendum") is entered into as of August _____, 2012, by and between the Delaware Economic Development Office ("DEDO"), and Miles Media Group, LLP ("Miles Media".)

WHEREAS, DEDO entered into an Professional Services Agreement ("Agreement") dated April 20, 2012 with Miles Media for the provision of marketing services for DEDO for a period of two years, and

WHEREAS, the parties wish to expand the media coverage and other services provided in the contract,

NOW THEREFORE, FOR IN CONSIDERATION OF the premises and mutual agreements herein, DEDO and Miles Media agree as follows:

1. All references to Miles Media Group LLLP shall mean Miles Media Media, LLP.
2. Section 2.1 shall be amended as follows: In consideration of the services provided for under this Agreement, DTO agrees to pay MILES MEDIA GROUP, LLP the fixed fee amount of no more than \$400,000.00 per fiscal year. The Fixed Fee shall include all fees for professional services and also shall include all expense reimbursement. MILES MEDIA GROUP, LLP shall be reimbursed only for reasonable expenses incurred by MILES MEDIA GROUP, LLP in the performance of the Scope of Work as stated in the Request for Proposal, as authorized under all applicable laws and regulations of the State.
3. Appendix B is amended as attached.
4. All other terms of the Agreement shall remain the same.

IN WITNESS WHEREOF, the parties hereto have executed and sealed this Agreement as of the date first above written.

WITNESS:

DELAWARE ECONOMIC DEVELOPMENT OFFICE,
DELAWARE TOURISM OFFICE

Director
Name:
Title: Director

By: Name: Linda Parkowski

WITNESS:

MILES MEDIA GROUP, LLLP

Lori Bollinger
Name:

(By: Andrea Evans (SEAL)
Name: Andrea Evans
Title: ACCOUNT DIRECTOR

2012-2013 Budget for Fiscal Year 2013

Core Services	\$400K Budget	Description of Intent for Additional Allocated Funds
Strategic Planning, Account Service, Meetings & Reporting	\$35,000	Covers estimated Account Director/PM service, meetings and integrated reporting for all marketing and advertising efforts.
Creative Design, Brand Development & Copywriting	\$30,000	Covers brand strategy and implementation, ongoing design services, copywriting services, brochure creation and ad creative implementation.
Marketing & Advertising Planning	\$15,000	Covers initial and ongoing planning of creative and media strategies, including PR, Social Media, interactive, promotions and initial planning for TV and radio.
Media Buying	\$10,000	Covers all buying services. Please see other chart detailing our sample media mix for Delaware. It will also allow Miles an opportunity to continue to evaluate future opportunities after the media plan has been set.
Co-op Advertising Management & Sales	\$0	Covers all program development, sales management, sales, trafficking and reporting. Assumes 50/50 revenue split.
Public Relations	\$12,500	Covers traditional PR as well as social media "influencer" outreach and reporting (100 hrs).
Trade Show Management	\$5,000	Covers show analysis, recommendations, pre-show communication strategy (40 hours).
Promotional Printing & Production Management	\$3,750	Covers printing and production management of any physical advertising materials (30 hours) . Any coordination beyond budget will be handled by the DTO staff.
Image/Photographic Acquisition/Licensing	\$15,000	Covers any photo shoots or image purchases necessary to properly develop the brand creative.
Social Media Strategy	\$7,500	Covers social media strategy development. Fan generation media campaigns included above.
Interactive Optimization & Media Buy	\$266,250	<i>We believe website optimization is part of your overall digital media strategy. Please see below for our chart detailing our sample media strategy for Delaware.</i>
Total	\$400,000	

Media Strategy	Revised \$400K Budget	Description of Intent for Additional Allocated Funds
Website Experience Optimization	\$24,555	Covers improvements to the website design and content delivery to improve brand, usability and conversions. Includes GetSmart Content implementation and beyond the core team also includes expertise from our Director of Digital Media and Analytics as well as our Interactive Producer.
Website Campaign Optimization	\$18,000	Covers optimizing digital media campaigns through improved landing pages to maximize conversions and reduce cost per conversion.
Website SEO Strategy & Service	\$17,898	Covers keyword analysis, BrightEdge implementation, site optimization and ongoing strategy and SEO development. 12 hours of monthly optimization vs. 8 in the original budget. This will allow us the budget to not only optimize current assets but also assist in developing SEO for any new content you develop during the year or to do advanced copy editing for for increased optimization.
Website Content Strategy & Service	\$7,500	Covers website content strategy for long-term traffic growth. After the initial content audit and content development recommendations we will apply any unused hours to assist the DTO as needed with content outlines or freelance coordination for writers or fact-checkers.
Email Marketing	\$40,000	Covers eNewsletter and Eblast creation, testing deployment and reporting monthly. Meetings, Group Tours and any industry communications will be setup as a template in the Silverpop wiziwig editor for the DTO. Additionally, Miles Media will import the DTO opt-in list and develop a sync with the Simpleview system to either add opt-ins or remove opt-outs. Beyond this we will also set aside approximately \$24,000 of the 40K budget for the development of a of a promotional email and list acquisition to aid in driving traffic to an online campaign(s). *Note depending on the scale of the campaign we may opt for one larger campaign targeting more recipients or two smaller campaigns with smaller list sizes. This will be determined in planning.
Pay-Per-Click Media	\$32,049	Covers all net PPC media.
Digital Remarketing & Digital Display Advertising	\$10,500	Covers all net digital display media.
Social Media Advertising	\$6,300	Covers all Fan Generation campaign net media.
Print Advertising	\$32,598	Covers all net print media.
Non-Leisure Marketing	\$26,632	Covers all non-leisure marketing.
TV/Radio Advertising	\$50,218	Includes the production of 3-5, 2 minute videos (approx. 20K), online promotion via TruView and SpotXchange (approx. 20K) and radio production/ad spot for one promotion in fiscal (approx. 10K).
Total	\$266,250	<i>Matches totals from previous chart.</i>

